

Women and the Outdoors

Public Engagement Event for Women's History Month

Scott Fraser

Plan Date: March 15, 2012

Administrator/Senior Official Participation	DAA and RA
Affinity/Commemorative Activity	Women's History Month
Stakeholder Briefing	No
Stakeholder Roundtable	Yes
Stakeholder Communication Vehicle	In person/teleconference

WHEN: March 29

TIME: TBD (between 10AM and 1PM EDT start time)

WHERE: Room/Conference Line TBD

Concept:

To expand the conversation of environmentalism by engaging female leaders in outdoor sporting and recreation organizations with senior EPA leadership. DAA Janet McCabe and RA Susan Hedman will lead with a brief discussion regarding high-level policy decisions impacting the outdoors, such as MATS and wetlands preservation. Roundtable participants will exchange points of view during the following Q&A session. Organization leaders will be encouraged to support EPA's actions through their membership communication vehicles. OPE will follow-up with connecting roundtable participants with key EPA staff to assist in collaboration activities to promote awareness of the environment and the outdoors.

Agenda/ROS:

- Introductions (Scott, Rebecca Wodder as moderator)
- EPA Speakers (Janet McCabe, Susan Hedman)
- Stakeholder Representatives (TBD)
- Discussion (Rebecca Wodder as moderator)
- Follow-up (Scott)

OPE is working with the following points of contact:

George Cooper, Tom Sadler, Chris Hunt, Jan Goldman-Carter

Key Stakeholders Attending Roundtable (potential – not yet confirmed):

- Rebecca Wodder, former President and CEO of American Rivers, current appointment pending as Senior Advisor to DOI Sec. Salazar (moderator)
- Jan Goldman-Carter, Senior Manager, Wetlands and Water Resources, National Wildlife Federation, National Advocacy Center
- Melissa G. McAdams, Chairman, National Affairs and Legislation Committee, Garden Club of America
- Sharon Lance, Board Member, Trout Unlimited
- Jen Kugler, fly fishing blogger, Flyfishilicious
- Melissa Merson, Ex-Officio, USA Triathlon
- Jeanne Christie, Association of State Wetland Managers
- Noreen Clough, BASS

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- Gail Killiam, River Network
- Helen Johnson-Leipold, Chairman & Chief Executive Officer, Johnson Outdoors
- Christine Thomas, Dean, College of Natural Resources, University of Wisconsin – Stevens Point

Program Office Coordination:

- OAR – Asthma Awareness Program
- OCHP – Children's exposure to chemicals in the outdoors
- SunWise Program – (focuses on UV protection): <http://epa.gov/sunwise/>
- OW – Wetlands (NOTE: this is a key area of interest for outdoor sportsmen/women)
- OW – Urban Waters
- OW – Beach closure info: http://iaspub.epa.gov/waters10/beacon_national_page.main
- OEI – Mobile Apps such as AIRNow Mobile App and UV Index: <http://m.epa.gov/apps/>

Communication Strategy:

- A. **Social Media** – Facebook, Twitter, blogs, eNewsletters
- B. **Press/Media** – none anticipated